

Sub C4

--22. (Amended) A broadcasting system, comprising:  
a transmitting apparatus for transmitting a broadcasting signal including  
commercial information and electronic program guide information; and  
a receiving apparatus for receiving said broadcasting signal separating said  
electronic program guide information from the broadcasting signal received;  
displaying commercial information in a part of a display area and an electronic  
program guide screen having program columns corresponding to a plurality of programs on the  
basis of the separated electronic program guide information, said commercial information  
comprising at least address information designating a location of a further detailed information  
corresponding to said commercial information;  
moving a cursor onto one program column on said electronic program guide  
screen being displayed; and  
sequentially displaying plural items of said detailed information corresponding to  
said commercial information included in the one program onto which the cursor has been moved,  
in said part of the display area on said electronic program guide screen.--

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REMARKS

In light of the above amendments and following remarks, reconsideration and  
allowance of this application are respectfully requested.

At paragraph 5 of the outstanding Office Action, the Examiner has rejected claims  
1-26 under 35 U.S.C. §102(e) as being clearly anticipated by Schein et al. (U.S. Patent No.  
6,002,394). Applicant respectfully traverses the rejections.

Applicant has amended independent claims 1, 6, 16 and 22 to recite that at least address information designating a location of a further detailed information corresponding to the commercial information is transmitted with the commercial information and the electronic program guide information. When a cursor is moved over a program column of the program guide screen, further detailed information is transmitted in accordance with the commercial information in the program column. Applicant submits that Schein et al. fails to disclose this feature.

Schein describes either having all information available on-line, or transmitting all of the information in a database up front. However, there is no disclosure in the portions of Schein et al. relied upon by the Examiner of the transmission of some commercial data, including an address location of the further detailed information, with the program guide, and then retrieving the further detailed information corresponding to the address information when desired by designation of a cursor rolling-over a predesignated location. Applicant therefore respectfully requests that the rejection of claims 1, 6, 16 and 22 under 35 U.S.C. §102(e) be withdrawn.

Claims 2-5, 7-15, 17-21 and 23-26 depend, either directly or indirectly, from claims 1, 6, 16 and 22 and are therefore allowable for this reason alone, and additionally as presenting independently patentable combinations in their own right. Applicant respectfully requests that the rejection of claims 2-5, 7-15, 17-21 and 23-26 under 35 U.S.C. §102(e) be withdrawn as well.

### **CONCLUSION**

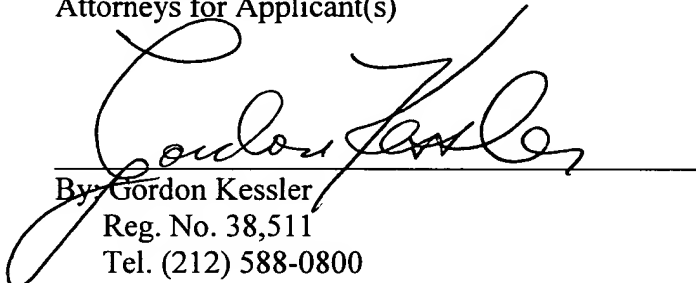
Statements appearing above in respect to the disclosures in the cited references represent the present opinion of Applicant's undersigned attorney and, in the event that the

Examiner disagrees with any of such opinions, it is respectfully requested that the Examiner specifically indicate those portions of the reference providing a basis for a contrary view.

Applicant has made a diligent effort to place claims 1-26 in condition for allowance, and entry of the above amendments and notice of the allowance of these claims is earnestly solicited. If the Examiner is unable to enter these amendments or issue a Notice of Allowance regarding these claims, the Examiner is requested to contact the undersigned attorney to discuss any fourth outstanding issues.

Early and favorable consideration are respectfully requested.

FROMMER LAWRENCE & HAUG, LLP  
Attorneys for Applicant(s)



By: Gordon Kessler  
Reg. No. 38,511  
Tel. (212) 588-0800

ATTACHMENT

VERSION WITH MARKINGS SHOWING CHANGES MADE

IN THE CLAIMS

Claims 1, 6, 16 and 22 have been amended as follows.

--1. (Twice Amended) An information transmitting method for transmitting a program guide information together with a broadcasting program, wherein commercial information which corresponds to said program guide information and which is displayed on a program guide screen in a receiver is transmitted together with said program guide information, said commercial information comprising at least address information designating a location of a further detailed information corresponding to said commercial information; and

wherein said further detailed information is transmitted in accordance with said address information comprising said commercial information when a cursor is moved onto a program column of said program guide screen.--

--6. (Twice Amended) A receiving apparatus for receiving a broadcasting signal including commercial information comprising at least address information designating a location of a further detailed information corresponding to said commercial information and electronic program guide information, comprising:

separating means for separating said program guide information from the received broadcasting signal; and

processing means for displaying commercial information in a part of a display area and an electronic program guide screen including program columns corresponding to a plurality of programs based on the separated electronic program guide information, wherein

said processing means when a cursor is moved onto one program column on said electronic program guide screen, performs display processing to sequentially display plural items of commercial information and further detailed information in accordance with said address information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.--

--16. (Amended) A receiving method, comprising the steps of:

receiving a broadcasting signal including commercial information and electronic program guide information;

separating said electronic program guide information from the broadcasting signal received;

displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information, said commercial information comprising at least address information designating a location of a further detailed information corresponding to said commercial information;

moving a cursor onto one program column on said electronic program guide screen being displayed; and

sequentially displaying plural items of said detailed information corresponding to said commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen.--

--22. (Amended) A broadcasting system, comprising:

a transmitting apparatus for transmitting a broadcasting signal including commercial information and electronic program guide information; and

a receiving apparatus for receiving said broadcasting signal separating said electronic program guide information from the broadcasting signal received;

displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information, said commercial information comprising at least address information designating a location of a further detailed information corresponding to said commercial information;

moving a cursor onto one program column on said electronic program guide screen being displayed; and

sequentially displaying plural items of said detailed information corresponding to said commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen.--